



AUG 19 1993

August 5, 1993

S.G. STEEN
Division Sales Manager

7000 Airways Park Drive
East Syracuse, NY 13057
315-463-1971
Fax 315-463-2045

To: Mr. R. C. Farmer

MERCHANDISER ARTICLE

Dear Roger:

The Syracuse Division conducted a resort blitz of the 1000 Islands area. On this resort blitz we were able to contact (71) retail accounts. Working in (3) teams of (2), we placed the following:

- 384 pcs. POS/PDI/Banners
- 142 Temporary Displays - Resulting in (3140) premiums placed

We also sold out (2) P.M. OPM's in high-volume independent accounts.

I have enclosed pictures that were taken on the resort blitz in various calls in Mickey Halstead's and Ken Courtney's assignments.

If you have any questions, please do not hesitate to give me a call.

Sincerely,

A handwritten signature in black ink that appears to read "Keith/ke".

K. L. Myers/TAD

KLM:bd

Encs.

P-7

51859 5345

"We work for smokers."